



# Family and MWR Command Food Services Division

E-News October 2007

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## Contact Us

Family, Morale, Welfare and  
Recreation Command

Attn: BP-FSD

4700 King Street

Alexandria, VA 22302

<http://www.ArmyMWR.com>

Phone: (703) 681-5222

Fax : (703) 681-5342

## Greetings and Welcome!

Welcome to the new fiscal year, and we look forward to another exciting year ahead. You will see we have changed our communications medium to the E-News format. The left margin of E-News is the Table of Contents for the E-News edition. You will find the topics covered in each E-news as well as links to associated web pages for further details. We hope you will find this format user-friendly and convenient for accessing all the events and activities in the food and beverage arena.

Eight new MWR Branded Restaurants opened during FY07, and over 20 are scheduled to open during FY08. The JSPVP web site has been redesigned to provide users with up-to-date information. Also, we have continued to provide information on training, sales, promotion and events.

I would like to thank you for all you do which allows us to make a huge difference in the lives of others, as we "Serve Those Who Serve!" Yes...together we can achieve unprecedented success and excellence in all we do!

Until next time, keep those e-mails coming so we can share your comments and good ideas with our growing family of MWR professionals. Here's to your success!

Roger Weger, Acting Director, Business Programs Directorate

## Featured Article

**Anniston Army Depot, AL.** On 15 August 2007, Family and MWR Command, MWR Branded Restaurants and Anniston Army Depot personnel opened the 10<sup>th</sup> Java Café in the Command Building. Java Café is an upscale coffee venue that features premium beverages, hot brews and frosty caffeinated concoctions to include Seattle's Best coffee. Mr. Jim Webb, Director, Community and Family Activities; and Colonel Alexander Raulerson, Garrison Commander, Anniston Army Depot officiated the grand opening ceremony with approximately 75 guests in attendance. Immediately following, Mr. Bill Sewell, FMWRC presented the Java Café franchise certificate to Colonel Raulerson. For more information on the Anniston Army Depot Grand Opening click here: <http://www.armymwr.biz/docs/annistonjava.pdf>



Pictured from L to R: Mr. Sewell, FMWRC; Ms. Smith, Mr. Webb, Ms. Cleveland, Ms. McCullum and Colonel Raulerson of Anniston Army Depot during the Grand Opening Ribbon cutting ceremony.

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Pictured from L to R:  
Colonel Smith, Garrison  
Commander, Fort Carson is  
being presented the Official  
Strike Zone Restaurant  
Certificate by Mr. Michael  
Amarosa, South East Area  
Manager.

**Fort Carson, Colorado.** On 23 August 2007, Family and MWR Command, MWR Branded Restaurants and Fort Carson personnel opened the 22<sup>nd</sup> Strike Zone at Thunder Alley. Mr. Steave Barness, Director, MWR Business Operations opened the Grand Opening ceremony by introducing Colonel Eugene Smith, Garrison Commander, Fort Carson. There were approximately 200 guests in attendance. Immediately following, Mr. Michael Amarosa, FMWRC presented the Strike Zone franchise certificate to Colonel Smith. For more information on the Fort Carson Grand Opening click here

<http://www.armymwr.biz/docs/carsonstrike.pdf>

## MWR Branded Restaurants



### Practicing Proper People Positioning Produces Pickles!

It's a mouthful so let me explain. When it comes to people, the position that they are in plays a significant factor in overall guest satisfaction. Have you considered whether the roles you've assigned each of your staff members are the most suited to their individual talents?

As an example, you've hired Susie to be a cook and after the first couple of weeks she's doing okay. However, a cashier suddenly quits and in a pinch you ask Susie to fill the role of cashier and she does a stellar job serving the guests efficiently and in her very friendly manner. It becomes obvious that Susie has a far greater capacity as a cashier to produce Pickles for your guests and is much happier in this new role she's stumbled into. Have you taken that into account and made some adjustments to take full advantage of Susie's skills to produce Pickles?

It may never become that obvious with a lot of the staff you have working in different positions. Some folks think they may be good at certain positions. It's our job to extract the most from them, and in many cases the folks we have aren't necessarily in the roles they may be the best suited for and therefore do their best work. You and I aren't in the same jobs we started in way-back-when, and if you're lucky you can sight an example or two of insightful bosses who saw something in you they thought you should pursue further. Are you that kind of boss for your folks?

Proper positioning of people is where we come in; mentoring our folks to maximize their potential. As the Manager, have you taken a step back and evaluated more fully what each individual staff member is truly good at in an more systemic way? Without a doubt the most effective way to discover what your folks are individually best suited for is via the cross-training process. Do we get people out of their comfort zones and into other position's to gauge their aptitude in different areas of service? This is how we find out answers to

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those questions, not simply by accident but thru a more formalized process. Through that process, you get folks who can perform in more than single areas and discover what they may be more fully suited for to produce more Pickles for your guests! Everybody wins!!

Tune into next month's edition, as we'll discuss further how to further develop your folks via cross-training to maximize Pickle output.

Until then, have fun and Give 'Em the Pickle!

## Kitchen Wrap

### Getting Back to Basics: Storing and Handling Bread.

One of the fundamental necessities for a great burger or Philly is great bread. Whether it's warm and soft, or crusty and toasted fresh, tasting bread can make or break a well constructed sandwich. In order to ensure the bread tastes and looks its best, we must follow some guidelines for proper handling and storage.



First let's begin with a well baked high quality product. With a few exceptions, the bread we use in our MWR Branded Restaurants should be a 4.5 inch seeded hamburger bun for quick-service operations like Strike Zone or 5 inch seeded hamburger bun or Kaiser Roll for full-service Reggie's Beverage Company. Eight inch hoagie rolls are the base for great subs and Phillys, our specification for hoagie rolls are Amoroso #800 or #810 and Allied Bakeries #4003003. Hot dog rolls and sliced

Pullman bread are Prime Vendor brand products. The proper guidelines for receiving, storage, and heating bread can be found at

<http://www.armymwr.biz/docs/backtobasics-oct07.doc>

## ServSafe

1. Which of the following is NOT a basic characteristic of foodborne mold?
  - a) It grows well in acidic food with low water activity
  - b) Freezing temperatures prevent or slow its growth, but do not destroy it
  - c) Its cells and spores may be killed by heating, but the toxins it produces may not be destroyed
  - d) It needs a host to survive
2. According to the National Restaurant Association's Educational Foundation's ServSafe program, between what temperatures do foodborne microorganisms grow well?
  - a) 41° F to 135° F
  - b) 32° F to 70° F
  - c) 38° F to 155° F
  - d) 70° F to 165° F



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3. A deli worker stops making sandwiches to use the restroom. They must first:
- a) wash their hands
  - b) take off their apron
  - c) take off their apron and properly store it
  - d) change their uniform

Check here to check your answers:

<http://www.armymwr.biz/docs/servsafeanswers-oct07.doc>

## Joint Services Prime Vendor Programs (JSPVP)

The JSPVP web site has been redesigned to provide users with up-to-date information to customers and vendors.



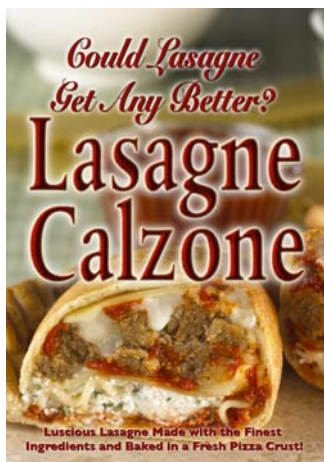
"The redesign of our web site is a way for us to revitalize ourselves and provide customers, manufacturers or distributors an opportunity to ask questions and gain insight about the latest initiatives within the program. Because the Prime Vendor Program is constantly changing, the web site is an outlet for us to provide updated information to the field," said Christopher Naumann, JSPVP Program Manager at

FMWRC.

Morale, Welfare and Recreation professionals can request special access to secure sections of the website. These sections include rebate agreements available through the program, and give a glimpse into the future of JSPVP. The web site is accessible from any computer with internet access and features an interactive map displaying each installation's prime vendor and JSPVP point of contact information. It also features a frequently asked questions page, which continues to grow and is available to assist users in learning more about JSPVP. To access the web site log on to <http://www.jspvp.com/>

## Sales and Promotions

### New Promotions for Sep thru Dec 07



#### Lasagne Calzone.

A new round of seasonal promotions hit the street 1 September. Calzones continue to be a big hit with our guests and they won't be disappointed when they try the new Lasagne Calzone. This is an unusual menu item to find in a quick serve---you'd ordinarily enjoy a luscious plate of lasagne in a regular sit-down, Italian restaurant. The calzone wraps that luxurious pasta concoction around a crisp crust to make a perfect two-handed sandwich. And what about that spelling? Lasagne or Lasagna? Hot debate went on for weeks while we produced the promotional materials. No one could believe that Lasagne ended with an "e" and we re-checked Webster's Dictionary at least five times to be sure

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that we got it right. The "e" won the day---Lasagne is indeed correct. You learn something new every day!

### Pepperjack Chicken Sandwich.

The new Pepperjack Chicken Sandwich holds high promise as a popular choice for your guests. Familiar, well-loved ingredients like fried chicken, zesty Pepperjack cheese and smoky bacon stack tall atop a swath of cool Ranch dressing. Although our seasonal promotions are intended to be mandatory for all restaurants, there is always a small group of managers who choose not to participate---usually because the menu item is inappropriate for their local market. This promotion has universal appeal and is being welcomed at all our sandwich locations where it can be prepared (not all kitchens have the equipment to prep all the ingredients).



Please make sure that your posters and decals are posted where your guests can't miss them. It always helps to ask your team members to talk it up when guests order.

Additional Marketing materials (recipes, product IDs, press releases and ads) are available to restaurant managers and MWR Marketing offices at [www.prafulfillment.com](http://www.prafulfillment.com).

## Events

### Best MWR CATERED Event/Best MWR Special Event—Still No Entries!

Has your Club or other MWR activity hosted a catered event or an innovative event with a food and beverage element? If yes, your Catering, Event or Marketing Manager and/or your Chef may be eligible to win a trip to the 2008 Catersource & Events Solutions tradeshow (24-28 February 2008) in Las Vegas or The Special Event Show, (16-18 January 2008) in Atlanta, for sharing it with the rest of the Army MWR community. Odds are great right now...so send those entries!



Just follow the guidelines for your package to be considered. Don't forget to take pictures and gather data so that you can submit your events for this exciting competition. Events conducted between 31 December 2006 and 1 November 2007 are eligible. Details are available at [www.mwrpromotions.org](http://www.mwrpromotions.org).

**Events Division** would like to hear from you about your summer hot dog sales in the **2007 Dress the Dog** promotion. The on-line after action report will be available beginning 1 October 2007 at [www.mwrpromotions.org](http://www.mwrpromotions.org). For more information about the **2007 Dress the Dog** promotion, **Operation Rising Star Program** going on now at forty-one installations around the world; **The Fantasy Sports Kiosk** which kicked off 6 September, and the **Military Long Drive Championship** which wrapped up at 25 Army Golf courses, click on the link for these and other events:

<http://www.armymwr.biz/docs/events-promotions-oct07.doc>

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## Transitions

Ms. Virginia Gouin, Business Consultant, Business Programs, FMWRC accepted a position in Stuttgart, Germany. Please join us in wishing her well on her new assignment.

Ms. Jamie Zawadski, Program Analyst, JSPVP, Business Programs, FMWRC accepted a position as Program Analyst/Action Officer, Plans and Operations, FMWRC. Congratulations on your new assignment.

Ms. Gloria Bailey-Davis, Program Analyst, Business Program, FMWRC accepted a position as Senior Staff Officer with the Defense Intelligence Agency, Washington, D.C. Your professionalism and commitment that you brought to Business Programs will be sorely missed.



Visit us on the web: [www.MWRBrandedRestaurants.com](http://www.MWRBrandedRestaurants.com)